09474588_CLS1
Most Frequently Occurring Classifications of Patents Returned
From A Search of 09474588 on October 03, 2005

Original Classifications

51	705/14
23	705/10
11	707/6
9	707/102
9	707/3
8	705/26
7	707/10
6	705/27
6	705/7
6	707/101
4	382/100
4	705/35
4	707/103R
4	707/2
3	382/139
3	463/25
3	705/36R
3	800/312
2	187/295
2	370/352
2	379/100.14
2	379/216.01
2	379/265.11
2	379/92.01
2	434/236
2	455/418
2	524/491
2	705/1
2	705/400
2	705/5
2	705/8
2	705/80
2	707/1
2	707/100
2	707/104.1
2	707/9
2	717/178

Cross-Reference Classifications

30	705/10
22	705/14
18	705/26
17	707/104.1
15	707/100
13	707/3
12	235/375
12	705/1
11	707/1
11	707/5
10	705/16
10	705/27
10	707/10
10	707/2
9	235/383
9	705/7
7	235/380
7	707/4
6	235/381

2	379/88.18
2	379/904
2	379/908
2	434/362
2	435/418
2	455/2.01
2	463/20
2	524/481
2	524/483
2	524/490
2	600/301
2	600/306
2	700/231
2	700/236
2	700/240
2	701/33
2	704/270.1
2	705/38
2	705/6
2	705/75
2	706/47
2	707/201
2	709/226
2	709/230
2	709/238
2	715/530
2	715/767
2	715/808
2	718/104
2	725/9

Combined Classifications

73	705/14
53	705/10
26	705/26
22	707/3
19	707/104.1
17	707/10
17	707/100
16	705/27
15	705/7
15	707/102
14	705/1
14	707/2
14	707/6
13	235/375
13	707/1
12	707/5
11	707/101
10	235/383
10	705/16
9	705/35
8	235/380
7	235/381
7	707/4
6	463/25
6	707/9
6	709/219
5	370/352
5	379/309
5	379/93.12
5	382/100
5	705/20

```
? show files;ds
File 347:JAPIO Nov 1976-2005/Apr(Updated 050801)
         (c) 2005 JPO & JAPIO
File 348:EUROPEAN PATENTS 1978-2005/Sep W03
         (c) 2005 European Patent Office
File 349:PCT FULLTEXT 1979-2005/UB=20050929,UT=20050922
         (c) 2005 WIPO/Univentio
File 350:Derwent WPIX 1963-2005/UD,UM &UP=200562
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File 371:French Patents 1961-2002/BOPI 200209
         (c) 2002 INPI.  All rts. reserv.
File 120:U.S. Copyrights 1978-2005/Sep 27
         (c) format only 2005 Dialog
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         (c) format only 2005 Dialog
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         (c) 2005 J. Whitaker & Sons Ltd.
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         (c) 2005 ProQuest Info&Learning
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         (c) 2005 Institution of Electrical Engineers
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         (c) 2005 ProQuest Info&Learning
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         (c) 2005 The HW Wilson Co.
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         (c) 2005 The New York Times
File 475:Wall Street Journal Abs 1973-2005/Sep 30
         (c) 2005 The New York Times
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         (c) 2005 Inst for Sci Info
File  94:JICST-EPlus 1985-2005/Aug W1
         (c)2005 Japan Science and Tech Corp(JST)
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
         (c) 1998 Inst for Sci Info
File 239:Mathsci 1940-2005/Nov
         (c) 2005 American Mathematical Society
File   9:Business & Industry(R) Jul/1994-2005/Sep 30
         (c) 2005  The Gale Group
File  15:ABI/Inform(R) 1971-2005/Oct 03
         (c) 2005 ProQuest Info&Learning
File  16:Gale Group PROMT(R) 1990-2005/Sep 30
         (c) 2005 The Gale Group
File  20:Dialog Global Reporter 1997-2005/Oct 03
         (c) 2005 Dialog
File 148:Gale Group Trade & Industry DB 1976-2005/Oct 03
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         (c)2005 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2005/Sep 30
         (c) 2005 The Gale Group
File 476:Financial Times Fulltext 1982-2005/Oct 03
         (c) 2005 Financial Times Ltd
File 610:Business Wire 1999-2005/Oct 03
         (c) 2005 Business Wire.
File 613:PR Newswire 1999-2005/Oct 03
         (c) 2005 PR Newswire Association Inc
File 621:Gale Group New Prod.Annou.(R) 1985-2005/Oct 03
         (c) 2005 The Gale Group
File 624:McGraw-Hill Publications 1985-2005/Oct 03
         (c) 2005 McGraw-Hill Co. Inc
File 634:San Jose Mercury  Jun 1985-2005/Oct 01
         (c) 2005 San Jose Mercury News
File 636:Gale Group Newsletter DB(TM) 1987-2005/Sep 30
         (c) 2005 The Gale Group
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
File  13:BAMP 2005/Sep W4
         (c) 2005  The Gale Group
File  56:Computer and Information Systems Abstracts 1966-2005/Sep
         (c) 2005 CSA.
File  75:TGG Management Contents(R) 86-2005/Sep W4
         (c) 2005 The Gale Group

Set     Items   Description
S1          6   AU='SAMRA B':AU='SAMRA BABINDER'
S2          2   AU='SAMRA BS'
S3          0   AU='SAMRA BALWINDER'
S4          1   AU='BALWINDER S'
S5         12   AU='SAMRA, B.':AU='SAMRA, B.S.'
S6          1   AU='SAMRA, BAL, 1962-'
S7          0   AU='SAMRA, BALWINDER'
S8          6   AU='NABE O'
S9          0   AU='NABE OUMAR'
S10         4   AU='NABE, O.':AU='NABE, OUMAR, 1940-'
S11        30   S1:S10
S12         8   S11 FROM 347,348,349,350,371
S13         8   IDPAT (sorted in duplicate/non-duplicate order)
S14         7   IDPAT (primary/non-duplicate records only)
S15        22   S11 NOT S12
S16        13   MODEL? ? OR PREDICT??? OR FORECAST??? OR FORETELL? OR PROF-
                ILE? ? OR STATISTICAL()(ANALYSIS OR REPRESENTATION? ?) OR ALG-
                OR?THM? ? OR FORMULA? ? OR LOGIC()STRUCTURE? ? OR MATHEMATICA-
                L()EXPRESSION? ? OR PROJECTION? ?
S17         8   S15 AND S16
S18         8   S17 NOT PY>1999
S19         8   S18 NOT PD=19991230:20051130
S20         5   RD (unique items)
S21        12   S14 OR S20
```

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? show files;ds
File 347:JAPIO Nov 1976-2005/Apr(Updated 050801)
         (c) 2005 JPO & JAPIO
File 350:Derwent WPIX 1963-2005/UD,UM &UP=200562
         (c) 2005  Thomson Derwent
File 371:French Patents 1961-2002/BOPI 200209
         (c) 2002 INPI.  All rts. reserv.

Set     Items   Description
S1    1717936   MODEL? ? OR PREDICT??? OR FORECAST??? OR FORETELL? OR PROF-
             ILE? ? OR STATISTICAL()(ANALYSIS OR REPRESENTATION? ?) OR ALG-
             OR?THM? ? OR FORMULA? ? OR LOGIC()STRUCTURE? ? OR MATHEMATICA-
             L()EXPRESSION? ? OR PROJECTION? ?
S2     706670   CONSUMER? ? OR PATRON? ? OR CUSTOMER? ? OR CLIENT? ? OR US-
             ER? ? OR PROSPECT? ?
S3     427271   RISK? ? OR RISKINESS OR VOLATILIT? OR UNCERTAIN? OR LOSS??
             OR (PAY??? OR PAYMENT? ? OR PAID OR REMIT?)(2N)(ON()TIME OR P-
             ROMPT?? OR LATE OR TARDY OR "NOT" OR OVERDUE OR OVER()DUE) OR
             NONPAY? OR DELINQUEN?? OR BANKRUPT?? OR DEFAULT?
S4     479070   MARKETING OR (NET OR PRESENT)(2W)VALUE OR PROSPECT()POOL? ?
              OR NET()CONVERSION? ? OR ATTRITION OR RESPONSE OR REVOLVER OR
              BALANCE()TRANSFER? ? OR REACTIVAT???
S5       1764   (SUCCESSIVE OR SEQUENTIAL)()ORDER OR COMBINATION()ANALYSIS
             OR DEFIN???()(TARGET? ? OR TARGETGROUP? OR FOCUS?)
S6      12714   S1(10N)S2
S7          7   S6(10N)(S3(10N)S4)
S8          0   S5(S)S7
S9         49   S3 AND S4 AND S6
S10         0   S5 AND S9
S11         0   S1 AND S2 AND S3 AND S4 AND S5
S12    340978   IC=G06F-017?
S13        24   S9 AND S12
S14        24   IDPAT (sorted in duplicate/non-duplicate order)
S15        24   IDPAT (primary/non-duplicate records only)
```

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? show files;ds
File 348:EUROPEAN PATENTS 1978-2005/Sep W03
         (c) 2005 European Patent Office
File 349:PCT FULLTEXT 1979-2005/UB=20050929,UT=20050922
         (c) 2005 WIPO/Univentio

Set     Items   Description
S1     902051   MODEL? ? OR PREDICT??? OR FORECAST??? OR FORETELL? OR PROF-
              ILE? ? OR STATISTICAL()(ANALYSIS OR REPRESENTATION? ?) OR ALG-
              OR?THM? ? OR FORMULA? ? OR LOGIC()STRUCTURE? ? OR MATHEMATICA-
              L()EXPRESSION? ? OR PROJECTION? ?
S2     441628   CONSUMER? ? OR PATRON? ? OR CUSTOMER? ? OR CLIENT? ? OR US-
              ER? ? OR PROSPECT? ?
S3     506662   RISK? ? OR RISKINESS OR VOLATILIT? OR UNCERTAIN? OR LOSS??
              OR (PAY??? OR PAYMENT? ? OR PAID OR REMIT?)(2N)(ON()TIME OR P-
              ROMPT?? OR LATE OR TARDY OR "NOT" OR OVERDUE OR OVER()DUE) OR
              NONPAY? OR DELINQUEN?? OR BANKRUPT?? OR DEFAULT?
S4     469288   MARKETING OR (NET OR PRESENT)(2W)VALUE OR PROSPECT()POOL? ?
             OR NET()CONVERSION? ? OR ATTRITION OR RESPONSE OR REVOLVER OR
             BALANCE()TRANSFER? ? OR REACTIVAT???
S5       7109   (SUCCESSIVE OR SEQUENTIAL)()ORDER OR COMBINATION()ANALYSIS
              OR DEFIN???()(TARGET? ? OR TARGETGROUP? OR FOCUS?)
S6      39437   S1(10N)S2
S7         50   S6(10N)(S3(10N)S4)
S8          0   S5(S)S7
S9         17   S1(S)S2(S)S3(S)S4(S)S5
S10     53872   IC=G06F-017?
S11         5   S9 AND S10
S12        35   S6(10N)(S3(7N)S4)
S13        29   S6(7N)(S3(7N)S4)
S14        14   S10 AND S13
S15        31   S9 OR S14
S16        31   IDPAT (sorted in duplicate/non-duplicate order)
S17        31   IDPAT (primary/non-duplicate records only)
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? show files;ds
File   2:INSPEC 1969-2005/Sep W4
         (c) 2005 Institution of Electrical Engineers
File  35:Dissertation Abs Online 1861-2005/Sep
         (c) 2005 ProQuest Info&Learning
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         (c) 2005 The HW Wilson Co.
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         (c) 2005 The New York Times
File 475:Wall Street Journal Abs 1973-2005/Sep 30
         (c) 2005 The New York Times
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         (c) 2002 The Gale Group
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         (c) 2005 NTIS, Intl Cpyrght All Rights Res
File   7:Social SciSearch(R) 1972-2005/Sep W4
         (c) 2005 Inst for Sci Info
File   8:Ei Compendex(R) 1970-2005/Sep W4
         (c) 2005 Elsevier Eng.  Info. Inc.
File  14:Mechanical and Transport Engineer Abstract 1966-2005/Sep
         (c) 2005 CSA.
File  34:SciSearch(R) Cited Ref Sci 1990-2005/Sep W4
         (c) 2005 Inst for Sci Info
File  94:JICST-EPlus 1985-2005/Aug W1
         (c)2005 Japan Science and Tech Corp(JST)
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
         (c) 1998 Inst for Sci Info
File 239:Mathsci 1940-2005/Nov
         (c) 2005 American Mathematical Society

Set     Items   Description
S1   11678422   MODEL? ? OR PREDICT??? OR FORECAST??? OR FORETELL? OR PROF-
             ILE? ? OR STATISTICAL()(ANALYSIS OR REPRESENTATION? ?) OR ALG-
             OR?THM? ? OR FORMULA? ? OR LOGIC()STRUCTURE? ? OR MATHEMATICA-
             L()EXPRESSION? ? OR PROJECTION? ?
S2    1780605   CONSUMER? ? OR PATRON? ? OR CUSTOMER? ? OR CLIENT? ? OR US-
             ER? ? OR PROSPECT? ?
S3    2996563   RISK? ? OR RISKINESS OR VOLATILIT? OR UNCERTAIN? OR LOSS??
             OR (PAY??? OR PAYMENT? ? OR PAID OR REMIT?)(2N)(ON()TIME OR P-
             ROMPT?? OR LATE OR TARDY OR "NOT" OR OVERDUE OR OVER()DUE) OR
             NONPAY? OR DELINQUEN?? OR BANKRUPT?? OR DEFAULT?
S4    2724696   MARKETING OR (NET OR PRESENT)(2W)VALUE OR PROSPECT()POOL? ?
              OR NET()CONVERSION? ? OR ATTRITION OR RESPONSE OR REVOLVER OR
              BALANCE()TRANSFER? ? OR REACTIVAT???
S5       2394   (SUCCESSIVE OR SEQUENTIAL)()ORDER OR COMBINATION()ANALYSIS
             OR DEFIN???()(TARGET? ? OR TARGETGROUP? OR FOCUS?)
S6     129643   S1(10N)S2
S7         72   S6(10N)(S3(10N)S4)
S8          0   S5(S)S7
S9          0   S5 AND S7
S10         1   S3 AND S4 AND S5 AND S6
S11      4156   S1 AND S2 AND S3 AND S4
S12         2   S5 AND S11
S13        44   S6(7N)(S3(7N)S4)
S14        46   S10 OR S12 OR S13
S15        23   S14 NOT PY>1999
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S16	22	S15 NOT PD=19991230:20051130
S17	20	RD (unique items)

17/3,K/7 (Item 1 from file: 256)
DIALOG(R)File 256:TecInfoSource
(c) 2005 Info.Sources Inc. All rts. reserv.

00113971 DOCUMENT TYPE: Review

PRODUCT NAMES: E.piphany E.6 (090247); Renaissance Balanced Scorecard 2.6 (733407)

TITLE: Analysis Does Business: Tools from E.piphany, Gentia provide new...
AUTHOR: Hammond, Mark
SOURCE: PC Week, v16 n5 p52(1) Feb 1, 1999
ISSN: 0740-1604

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20020930

...analyze e-commerce operations. Scheduled for delivery in late 1999 are other modules for tracking **customer** loyalty and **attrition** , **customer** acquisition, and profit/ **loss forecasting** . Renaissance Balanced Scorecard now integrates e-mail marketing services and can send out automatic e...

17/3,K/12 (Item 4 from file: 6)
DIALOG(R)File 6:NTIS
(c) 2005 NTIS, Intl Cpyrght All Rights Res. All rts. reserv.

1558949 NTIS Accession Number: AD-A228 177/2
BETAFACT: A Code for the Statistical Analysis of Algorithms
(Technical rept. 28 Feb 89-28 Feb 90)
Sutherland, S. H.
Aptek, Inc., Colorado Springs, CO.
Corp. Source Codes: 097843000; 396034
Sponsor: Defense Nuclear Agency, Washington, DC.
Report No.: APTEK-A-90-IR; DNA-TR-90-81
Oct 90 107p
Languages: English
Journal Announcement: GRAI9109
Order this product from NTIS by: phone at 1-800-553-NTIS (U.S. customers); (703)605-6000 (other countries); fax at (703)321-8547; and email at orders@ntis.fedworld.gov. NTIS is located at 5285 Port Royal Road, Springfield, VA, 22161, USA.
NTIS Prices: PC A06/MF A01

...Descriptors: Coding; Computer programming; Computer programs; Distribution; Fortran; Hardening; Models; Monte Carlo method; Probability distribution functions; **Response** ; Sources; **Statistical analysis** ; Subroutines; Test and evaluation; **Uncertainty** ; **User needs**

17/3,K/17 (Item 3 from file: 8)
DIALOG(R)File 8:Ei Compendex(R)
(c) 2005 Elsevier Eng. Info. Inc. All rts. reserv.

03046836 E.I. Monthly No: EI9104043280

```
? show files;ds
File   9:Business & Industry(R) Jul/1994-2005/Sep 30
         (c) 2005  The Gale Group
File  15:ABI/Inform(R) 1971-2005/Oct 03
         (c) 2005 ProQuest Info&Learning
File  16:Gale Group PROMT(R) 1990-2005/Sep 30
         (c) 2005 The Gale Group
File  20:Dialog Global Reporter 1997-2005/Oct 03
         (c) 2005 Dialog
File 148:Gale Group Trade & Industry DB 1976-2005/Oct 03
         (c)2005 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group

Set     Items   Description
S1    9652661   MODEL? ? OR PREDICT??? OR FORECAST??? OR FORETELL? OR PROF-
             ILE? ? OR STATISTICAL()(ANALYSIS OR REPRESENTATION? ?) OR ALG-
             OR?THM? ? OR FORMULA? ? OR LOGIC()STRUCTURE? ? OR MATHEMATICA-
             L()EXPRESSION? ? OR PROJECTION? ?
S2   16642711   CONSUMER? ? OR PATRON? ? OR CUSTOMER? ? OR CLIENT? ? OR US-
             ER? ? OR PROSPECT? ?
S3   10517802   RISK? ? OR RISKINESS OR VOLATILIT? OR UNCERTAIN? OR LOSS??
             OR (PAY??? OR PAYMENT? ? OR PAID OR REMIT?)(2N)(ON()TIME OR P-
             ROMPT?? OR LATE OR TARDY OR "NOT" OR OVERDUE OR OVER()DUE) OR
             NONPAY? OR DELINQUEN?? OR BANKRUPT?? OR DEFAULT?
S4   12742853   MARKETING OR (NET OR PRESENT)(2W)VALUE OR PROSPECT()POOL? ?
              OR NET()CONVERSION? ? OR ATTRITION OR RESPONSE OR REVOLVER OR
              BALANCE()TRANSFER? ? OR REACTIVAT???
S5       5849   (SUCCESSIVE OR SEQUENTIAL)()ORDER OR COMBINATION()ANALYSIS
             OR DEFIN???()(TARGET? ? OR TARGETGROUP? OR FOCUS?)
S6     705249   S1(10N)S2
S7        991   S6(10N)(S3(10N)S4)
S8          0   S5(S)S7
S9          0   S5 AND S7
S10      3478   S1(7N)S2(7N)S3(7N)S4
S11         0   S5(S)S10
S12    545361   S1(7N)S2
S13       291   S12(7N)(S3(7N)S4)
S14    110940   S6(10N)(ACCOMPLISH??? OR ACHIEV??? OR FULFIL? OR COMPLET???
              OR FORM??? OR SHAP??? OR PRODUCE OR PRODUCING OR PRODUCTION -
             OR BUILDING OR CONSTRUCTI?? OR SYNTHESI? OR DEVELOP????)
S15       171   S14(10N)(S3(10N)S4)
S16        66   S14(7N)(S3(7N)S4)
S17        38   S16 NOT PY>1999
S18        38   S17 NOT PD=19991230:20051130
S19        27   RD (unique items)
```

19/3,K/2 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

01887530 05-38522
Data mining transformed
Davis, Beth
Informationweek n751 PP: 86-88 Sep 6, 1999
ISSN: 8750-6874 JRNL CODE: IWK
WORD COUNT: 1275

...TEXT: included are such analytical tools as Underwriting Profitability Analysis, for categorizing customers by level of **risk** , and Intelligent Miner for Relationship **Marketing** for creating **customer profiles** . IBM and its Lotus **Development** Corp. subsidiary plan to integrate Intelligent Miner into Domino, so users can, for example, mine...

19/3,K/3 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

01749877 04-00868
Decision support systems provide answers
Totty, Patrick
Credit Union Magazine v65n1 PP: 71-72 Jan 1999
ISSN: 0011-1066 JRNL CODE: CUG
WORD COUNT: 789

...ABSTRACT: Web pages aimed at specific quadrants. Some credit unions use decision support systems to offer **customers** a "next best" product. Decision support systems include **predictive** software. Equifax has **developed** software that **predicts consumers** ' future behavior, including probable **risk** , **response** , and profitability. Some decision support systems are purely a service. Membership Marketing Support Services offers ...
...TEXT: so they can see the effects of certain pricing decisions."

Decision support systems also include **predictive** software. For example, Equifax **develops** and sells software that **predicts consumers** ' future behavior, including probable **risk** , **response** , and profitability. **Risk** Score, which is specific to the credit union industry, predicts the likelihood of a member...

19/3,K/4 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

01512549 01-63537
Data mining can unearth a competitive edge
Galfond, Glenn
National Underwriter (Property & Casualty/Risk & Benefits Management) v101n40 PP: 10, 37 Oct 6, 1997
ISSN: 1042-6841 JRNL CODE: NUN
WORD COUNT: 1229

...TEXT: insurance products, and has never filed a major claim.

...TEXT: Risk Credit Scores

Author Affiliation:

James J. Carey is vice president of Neuristics Corp., which **develops** **risk** and **marketing** **models** for **consumer** lenders. Neuristics is based in Baltimore, Md.

19/3,K/8 (Item 7 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

01161575 98-10970
Survival analysis
Li, Shaomin
Marketing Research: A Magazine of Management & Applications v7n4 PP: 16-23 Fall/Winter 1995
ISSN: 1040-8460 JRNL CODE: MRE
WORD COUNT: 3681

...TEXT: the expected tenure for a given customer?

* To identify factors that influence the duration of **customers** ' tenure and build **profiles** of loyal and non-loyal **customers** .

* To **develop** a **model** to help **marketing** managers identify **customers** with high **risks** of switching and thus retain them more effectively.

The data set used for this study...

19/3,K/14 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)

05293322 Supplier Number: 48059954 (USE FORMAT 7 FOR FULLTEXT)
SRA Unveils Data Mining Solution.
Business Wire, p10200030
Oct 20, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 582

... companies to address large-scale problems such as fraud detection and prevention, cost-effective targeted **marketing** , **risk** analysis, and **prediction** of **consumer** behavior.
"For over ten years, SRA has been **developing** innovative solutions for practical problems facing businesses and government agencies in the fields of intelligent...

19/3,K/18 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)

01941180 Supplier Number: 42478084

BankAmerica Software Aims to Spot Wobbly Credit Lines
American Banker, p3
Oct 31, 1991
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
BankAmerica is putting software in place for tracking **consumer** credit lines. The new software was **developed** to **forecast** the behavior of **customers** and assist in managing compliance with **risk** -adjusted capital requirements. The software is a **response** to increasing desire among banks to identify eroding credit lines prior to writing off loans...

19/3,K/25 (Item 5 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

05782374 SUPPLIER NUMBER: 11840516 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Neural networks add 'brainpower' to data. (consumer information database management)
Egol, Len
Direct, v4, n2, p17(1)
Feb, 1992
ISSN: 1046-4174 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 425 LINE COUNT: 00036

... industries, including quality control in manufacturing. In marketing applications, however, they can be used to **produce** statistical models that measure **risk** , **forecast** **response** and sales, **predict** cancellations and renewals, monitor business and **customer** trends, **develop** cross-sell **profiles** , and automate such tasks as processing an insurance application. But your PC needs at least...

19/3,K/26 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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01862343 SUPPLIER NUMBER: 02930977
The Influences of Inherent Risk and Information Acquisition on Consumer Risk Reduction Strategies.
Lantos, G.P.
Journal of the Academy of Marketing Science, v11, p358-381
Fall, 1983
ISSN: 0092-0703 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

...ABSTRACT: of inherent risk and the amount of acquired brand/attribute information available is examined. Five **consumer** **risk** reduction strategies are tested. A stimulus-organism- **response** **model** is **developed** to guide the research. The five risk reduction strategies tested are: always buy high priced...